

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# Heacock's American-Grown Kentias

JOSEPH HEACOCK CO.  
Season 1919-20 WYNCOTE, PENNA.



RECEIVED  
JAN 31 1920

## "Plenty of Large-sized Palms"

*That's the cheering message  
we send to florists this year*

For several seasons we have been holding back our sales of small plants, knowing that there would be a shortage of larger sizes in the general trade. This plan has enabled us to have large plants for decorative purposes which can be sold at reasonable prices—in fact, at prices which do not by any means cover the increased cost of growing and packing.

One item alone—cedar tubs—has doubled in cost during the year, yet we have made but little increase in the price of tubbed plants.

### All Our Palms are Grown in America

No imported Palms have ever been sent out from our place. Our stock is grown here at Wyncote, from seed shipped from Australia direct to us.

It may safely be said that no Palms will be imported this year. Therefore it will be mighty good business for you to place your order early; we will select and reserve the plants to be shipped when you desire, within any reasonable time.

## How to Reach Wyncote

Wyncote (Jenkintown station) is one of the delightful residence suburbs of Philadelphia, on the New York branch of the Philadelphia & Reading Railway, 10 miles from the Reading Terminal, Twelfth and Market streets. Our plant is only five minutes' walk from the station, and is open every week-day. Come whenever convenient.



*Kentia Forsteriana — made-up specimen*

# Wholesale Price-List

## ARECA LUTESCENS

ECLA LUTESCENS		Ins. high	Each
6-in. pot.....	3 plants in pot	28 to 34.....	\$1 50
6-in. pot	3 plants in pot	34 to 40.....	2 00

## COCOS WEDDELLIANA

COS WEDDELLIANA		Ins. high	Per doz.	Per 100
2½-in. pot.....	6 to 8.....		\$1 80	\$15 00
2½-in. pot.....	10 to 12.....		2 40	20 00

## KENTIA BELMOREANA

	Leaves	High	Each	Per doz.
5-in. pot.....	6 to 7	18 to 22 in.....	\$1 25	\$15 00
6-in. pot.....	6 to 7	24 to 28 in.....	2 00	24 00
6-in. pot.....	6 to 7	28 to 30 in.....	2 50	30 00
7-in. cedar tub.....	6 to 7	32 to 34 in.....	4 00	48 00
7-in. cedar tub.....	6 to 7	36 to 38 in.....	5 00	60 00
9-in. cedar tub.....	6 to 7	38 to 40 in.....	6 00	72 00
9-in. cedar tub.....	6 to 7	40 to 45 in.....	8 00	

KENTIA FORSTERIANA, made up.

NTIA FORSTERIANA, made up.		High	Each
7-in. cedar tub...	4 plants in tub...	30 to 32 in.....	\$4 00
7-in. cedar tub...	4 plants in tub...	34 to 36 in.....	5 00
9-in. cedar tub...	4 plants in tub...	38 to 40 in.....	6 00
9-in. cedar tub...	4 plants in tub...	40 to 45 in.....	8 00
9-in. cedar tub...	4 plants in tub...	45 to 48 in. { Ready Oct. 15 }	10 00
11-in. cedar tub...	4 plants in tub...	4½ ft.....	15 00
11-in. cedar tub...	4 plants in tub...	5 to 5½ ft.....	20 00

## PHOENIX ROEBELENI

7-in. tub .....	S3 50 to 4 00
-----------------	---------------

## CIBOTIUM SCHIEDEI

9-in. tub.....	4- to 4½-ft. spread.....	\$6 00
----------------	--------------------------	--------

## Packing and Shipping Service

Our Palms are packed with the utmost care. Each plant is tied and wrapped separately so that the top will not be bruised or the fronds broken.

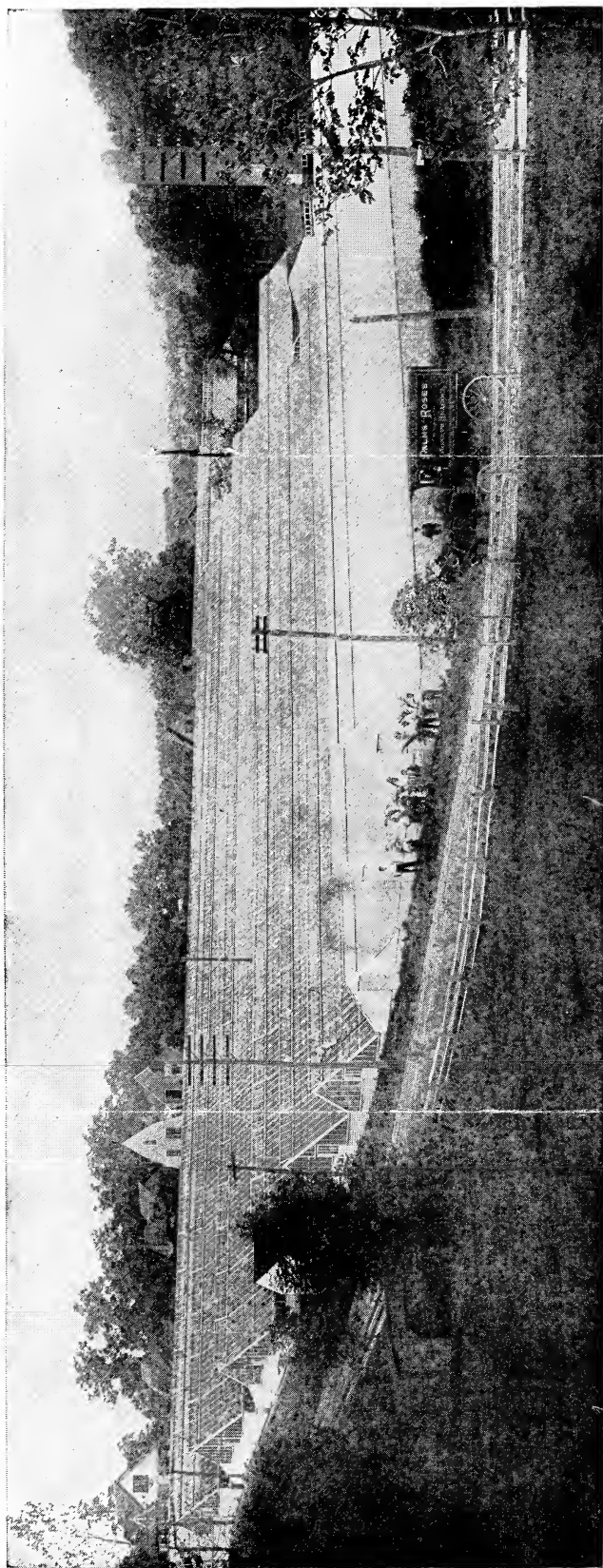
Should the size which you specify be exhausted on receipt of your order, we always report "sold out" rather than substitute other sizes.

We endeavor to ship the same day an order is received, and are able to do it unless in the height of the season.

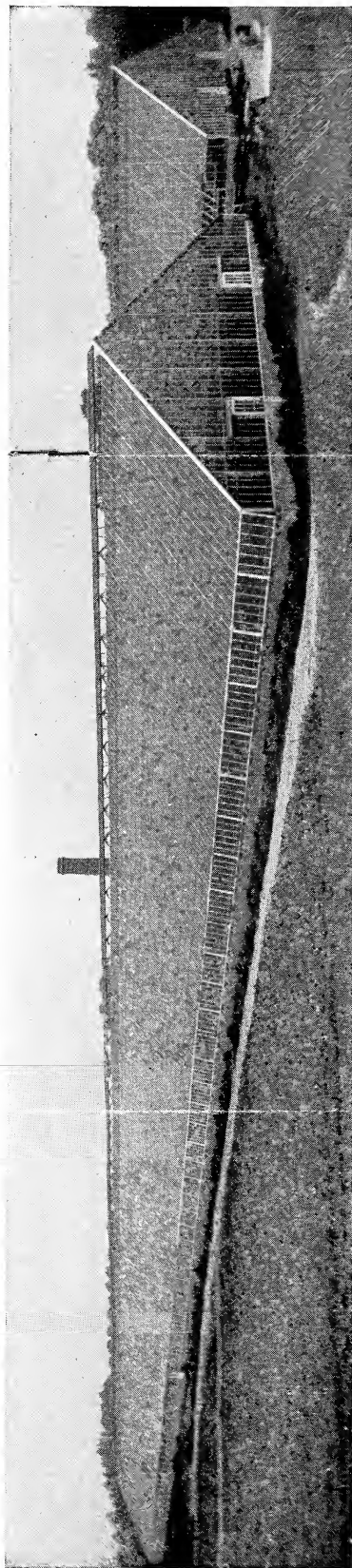
Our Palm houses are less than 10 miles from Philadelphia, from which city we have direct shipping connection with all points.

Under present conditions, however, it is better to send shipments by express, as when the cost of cartage and the increased freight rates are considered, expressage is but little higher. Unless specifically directed otherwise, we shall send all shipments this season by express. We deliver packages and cases to the railroad or express company in first-class order, but all shipments travel at the purchaser's risk.

We advise ordering early, as there is no doubt as to the shortage of Kentias throughout the country.



*The home place at Wyncote, Pennsylvania. Devoted to the growing of Kentias*



*Partial view of the Rose-houses at Roelofs, Pennsylvania*